

## CLAIMS

What is claimed is:

1. A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by the customer, the method comprising the steps of:
  - storing data exclusively concerning text content read by the customer in the customer database;
  - receiving a search request comprising a search item from the customer;
  - comparing data concerning the search item with data concerning text content previously read by the customer by accessing the first database and the customer database to obtain rating data responsive to the search request; and
  - transmitting the obtained rating data to the customer for display at a customer computer.
2. The method of claim 1, further comprising transmitting similarity data to the customer for display at a customer computer, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer.

1 3. The method of claim 2, wherein the similarity data is a rating of the percentage  
2 similarity between the search item and at least one item included in the text content  
3 previously read by the customer.

1 4. The method of claim 1, further comprising the step of registering information  
2 regarding the text content previously read by the customer in the customer database.

1 5. The method of claim 4, wherein the step of registering information includes  
2 receiving search item information from the customer computer, instructing a database  
3 server to search the first database, and generating a search results list.

1 6. The method of claim 1, further comprising establishing the search item under  
2 consideration by the customer.

1 7. The method of claim 6, wherein the step of establishing the search item under  
2 consideration by the customer is accomplished by:

3 receiving search criteria information from the customer;  
4 instructing the database server to search the first database; and  
5 displaying potential text content items on a customer web browser.

1 8. The method of claim 7, wherein a text content item selected by the customer is  
2 used in obtaining rating data.

1 9. The method of claim 7, wherein a text content item selected by the customer is  
2 used in obtaining similarity data.

1 10. The method of claim 8, wherein a text content item selected by the customer is  
2 used in obtaining similarity data.

1 11. The method of claim 1, wherein the step of comparing data includes:  
2 searching keyword fields in the customer database based on keywords of the  
3 search item; and  
4 rating candidate text content according to an algorithm.

1 12. The method of claim 9, wherein the algorithm rates text content having a greater  
2 number of keywords in common with the search item under consideration higher than  
3 text content sharing fewer keywords.

1 13. The method of claim 9, wherein the algorithm rates text content having a  
2 substantial number of, but not too many, keywords in common with the search item under  
3 consideration as the highest-rated text content.

1 14. A method for providing evaluation information to a customer using a system  
2 comprising a first database configured to store data concerning text content and a  
3 customer database configured to store data concerning text content read by the customer,  
4 the method comprising the steps of:

5 receiving a search request comprising a search item from the customer;  
6 comparing data concerning the search item with data concerning text content  
7 previously read by the customer by accessing the first database and the customer database  
8 to obtain rating data responsive to the search request;  
9 transmitting the obtained rating data to the customer for display at a customer  
10 computer; and  
11 transmitting similarity data to the customer for display at a customer computer.

1 15. The method of claim 14, further comprising the step of registering information  
2 regarding the text content previously read by the customer in the customer database.

1 16. A method for providing evaluation information to a customer using a system  
2 comprising a first database configured to store data concerning text content and a  
3 customer database configured to store data concerning text content read by the customer,  
4 the method comprising the steps of:

5 registering information regarding the text content previously read by the customer  
6 in the customer database;

7 receiving a search request comprising a search item from the customer;

8 comparing data concerning the search item with data concerning text content

9 previously read by the customer by accessing the first database and the customer database

10 to obtain rating data responsive to the search request; and

11 transmitting the obtained rating data to the customer for display at a customer

12 computer.

1 17. A system for providing evaluation information to a customer comprising:  
2 a customer computer programmed to transmit a search request comprising a  
3 search item, and to display search results;  
4 a first database configured to store data concerning text content;  
5 a customer database configured to store data exclusively concerning text content  
6 read by the customer;  
7 a database server, connected to the first and customer databases, programmed to  
8 compare data concerning the search item with data concerning text content read by the  
9 customer by accessing the first database and the customer database to obtain rating data  
10 responsive to the search request.

1 18. The system of claim 17, wherein the database server is further programmed to  
2 register information regarding the text content read by the customer into the customer  
3 database.

1 19. The system of claim 17, wherein the database server is further programmed to  
2 transmit the rating data and similarity data to the customer for display on the customer  
3 computer.

1 20. A system for providing evaluation information to a customer comprising:  
2 a customer computer programmed to transmit a search request comprising a  
3 search item, and to display search results;

4 a first database configured to store data concerning text content;  
5 a customer database configured to store data concerning text content read by the  
6 customer;  
7 a database server, connected to the first and customer databases, programmed to  
8 compare data concerning the search item with data concerning text content read by the  
9 customer by accessing the first database and the customer database to obtain rating and  
10 similarity data responsive to the search request.

1 21. The system of claim 20, wherein the database server is further programmed to  
2 register information regarding the text content read by the customer into the customer  
3 database.

1 22. A system for providing evaluation information to a customer comprising:  
2 a customer computer programmed to transmit a search request comprising a  
3 search item, and to display search results;  
4 a first database configured to store data concerning text content;  
5 a customer database configured to store data concerning text content read by the  
6 customer;  
7 a database server, connected to the first and customer databases, programmed to:  
8 register information regarding the text content read by the customer into  
9 the customer database; and

10                   compare data concerning the search item with data concerning text content  
11                   read by the customer by accessing the first database and the customer database to  
12                   obtain rating data responsive to the search request.

1    23.     The system of claim 22, wherein the database server is further programmed to  
2    transmit the rating data and similarity data to the customer for display on the customer  
3    computer.

1    24.     An article of manufacture embodying a program of instructions executable by a  
2    machine, the program of instructions including instructions for:  
3             receiving a search request comprising a search item from the customer;  
4             comparing data concerning the search item with data concerning text content  
5    previously read by the customer by accessing the first database and the customer database  
6    to obtain rating data responsive to the search request; and  
7             transmitting the obtained rating data to the customer for display at a customer  
8    computer;  
9             wherein the customer database that is accessed stores only data concerning text  
10   content read by the customer.

25. The article of manufacture of claim 24 further including instructions for registering information regarding the text content previously read by the customer in the customer database.

26. The article of manufacture of claim 25 further including instructions for

transmitting similarity data to the customer for display at a customer computer, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer.

27. An article of manufacture embodying a program of instructions executable by a machine, the program of instructions including instructions for:

registering information regarding the text content previously read by the customer in the customer database;

receiving a search request comprising a search item from the customer;

comparing data concerning the search item with data concerning text content previously read by the customer by accessing the first database and the customer database

to obtain rating data responsive to the search request; and

transmitting the obtained rating data to the customer for display at a customer computer.

28. A method for providing text content evaluation information to a customer

computer in response to a request for search item evaluation information from the



customer computer using a system comprising (1) a customer computer programmed to transmit a search request for text content evaluation information and to display the search results; (2) a bi-directional network connection between said customer computer and a web server computer allowing data transfer therebetween; (3) a first database for storing data concerning text content; (4) a customer database for storing data concerning text content read by the customer operating the customer computer; and (5) a database server, connected to the web server, programmed to receive customer computer search requests from the web server, to process search requests, to access the first database, to access the customer database, and to provide search results to the web server, the method comprising the steps of:

a) initiating a search request at the customer computer to evaluate a search item under consideration by the customer;

b) receiving the search request at the web server;

c) transmitting the search request from the web server to the database server, whereby the database server compares data concerning the search item stored in the first database with data concerning text content read by the customer operating the customer computer to obtain search item evaluation data responsive to the search request; and

d) transmitting the search item evaluation data from the database server to web server for display of the search item evaluation data at the customer computer.

29. The method of claim 1, further comprising registering text content read by the customer into the customer database.

1 30. A method for providing text content evaluation information to a customer  
2 computer in response to a request for search item evaluation information from the  
3 customer computer using a system comprising (1) a customer computer programmed to  
4 transmit a search request for text content evaluation information and to display the search  
5 results; (2) a bi-directional network connection between said customer computer and a  
6 web server computer allowing data transfer therebetween; (3) a first database for storing  
7 data concerning text content; (4) a customer database for storing data concerning text  
8 content read by the customer operating the customer computer; and (5) a database server,  
9 connected to the web server, programmed to receive customer computer search requests  
10 from the web server, to process search requests, to access the first database, to access the  
11 customer database, and to provide search results to the web server, the method  
12 comprising the steps of:

13 a) initiating a search request at the customer computer to evaluate a search item  
14 under consideration by the customer;

15 b) receiving the search request at the web server;

16 c) transmitting the search request from the web server to the database server,  
17 whereby the database server compares data concerning the search item under

18 consideration with data concerning text content, both from the first database, to identify  
19 text content related to the search item under consideration;

20 d) transmitting related text content data from the database server to the web server  
21 for display of the related text content data at the customer computer;

22 e) registering text content items that have been read by the customer from the  
23 related text content data;  
24 f) comparing data concerning the search item under consideration with data  
25 concerning the registered text content, both from the first database, to obtain search item  
26 evaluation data responsive to the search request; and  
27 g) transmitting the search item evaluation data from the database server to web  
28 server for display of the search item evaluation data at the customer computer.

1 31. A system for providing text content evaluation information to a customer  
2 computer, in response to a request for search item evaluation information from the  
3 customer computer, comprising:  
4 a customer computer programmed to transmit a search request for search item  
5 evaluation information and to display the search results;  
6 a network connection between said customer computer and a web server computer  
7 allowing data transfer therebetween;  
8 a first database for storing data concerning text content;  
9 a customer database for storing data concerning text content read by the customer  
10 operating the customer computer; and  
11 a database server, connected to the web server, programmed to receive customer  
12 computer search requests from the web server, to process search requests, to access the  
13 first database, to access the customer database, and to provide search results to the web  
14 server.

1 32. The system of claim 31, wherein the search results comprise registration search  
2 results including a list of text content items presented to the customer as registration  
3 candidates, having the greatest number of keywords that match the keywords associated  
4 with a search item under consideration by the customer.

1 33. The system of claim 31, wherein the search results comprise registration search  
2 results including a list of text content items presented to the customer as registration  
3 candidates, selected for having neither too many nor too few keywords equal to the  
4 keywords associated with a search item under consideration by the customer.

1 34. The system of claim 31, wherein the search results comprise evaluation search  
2 results including an initial list of text content items, presented to the customer as  
3 recommendation candidates, generated by matching keywords with a search item selected  
4 by the customer.

1 35. The system of claim 34, wherein the evaluation search results further include an  
2 alternate list of text content items generated by matching text-content-related data other  
3 than keywords, said alternate list being created by the database server in the event the  
4 initial list of text content items is unsatisfactory to the customer.